CORPORATE "MUSTS"

- FIXED NUMBER OF PAGES DURING YEAR

- GENERALLY RENEWABLE EACH YEAR

	NO. OF PAGES
BLACK ENTERPRISE*	12
FILM COMMENT*	12
OPERA NEWS	6
TOBACCO INTERNATIONAL	13
NEW REPUBLIC	14
NATIONAL REVIEW	14

*MILLER PARTICIPATION:

Black Enterprise - 4 pages
Film Comment - 6 pages

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Source: https://www.industrydocuments.ucsf.edu/docs/qkyn0004

SPECIAL EVENT PROGRAMS/MAGAZINES

(Charitable or Business Related)

- May or may not be paid
out of media budget

Limit To One Advertisement

P.M. U.S.A. Participations:

Delegate Magazine
Business Today
Shipmate
All American Collegiate Golf Dinner Journal
Belmont Ball Program
The American Cartoonist
Learning Disabilities Magazine
Hampton's Classic Horse Show Program
Museum of Racing's Annual Ball Journal
Robert F. Kennedy Pro-Celebrity Tennis Program
N.Y. Turf Writers Association Program
NYCA Celebrity Pro-Am Golf Tournament Journal
Kips Bay Boy's Club Showhouse Magazine
Ox Ridge Charity Horse Show Program
NAACP "Show of Shows" Benefit Program
Leatherneck Ball Program
St. Vincent's Hospital Telejournal
New York World Television Festival Program
MS Dinner of Champions Program
Phoenix Open Souvenir Program

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LABOR PRESS

- INCREASING NUMBER OF SOLICITATIONS

- PHILIP MORRIS PARTICIPATES ON A LIMITED BASIS:
  - . TRADE UNION COURIER
  - . AFL-CIO CONVENTION PROGRAM
  - . AFL-CIO DIRECTORY

- CAN WE COORDINATE SOLICITATIONS AND SCHEDULE INFORMATION?

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YEAR END SOLICITATIONS, DIRECTORY LISTINGS

- EQUAL OPPORTUNITY EMPLOYER "SALUTES"

- DIRECTORY LISTINGS

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Source: https://www.industrydocuments.ucsf.edu/docs/qkyn0004

COMPANY CONTACTS

	U.S.A.	7-UP	MILLER
BROADCAST	Jim Thompson or Claude Beck		
PRINT	Jim Thompson or Claude Beck		
OUTDOOR	Jim Thompson or Claude Beck		
STADIA	Jim Thompson or Vince Weiner		

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